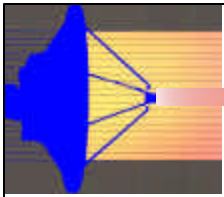


## Opportunities for China

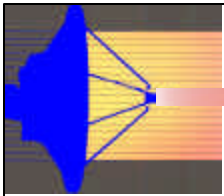




## Opportunities for China

- Technology in service of human, family and community goals

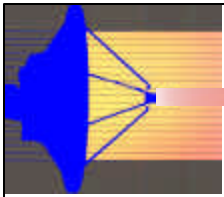




## The Challenge:



2 billion people off-the-grid  
600,000 villages worldwide

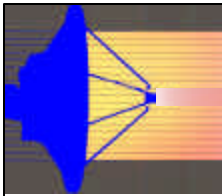


Greenstar's Mission:  
develop ecommerce in  
emerging countries



protect and promote  
traditional cultures,  
sound environmental methods

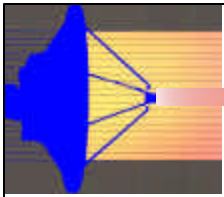




build profitable .com business:  
for villagers, for suppliers...

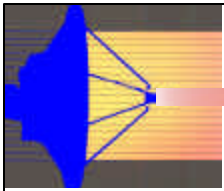


for Greenstar employees  
and shareholders



# Solar Community Centers

- Coordinated & matched health, education, pure water, e-commerce, digital culture elements
- Solar-powered satellite telecommunications system



**System Delivery**

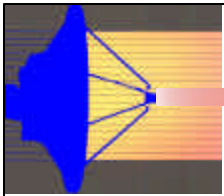


**Installation**



**Operation**

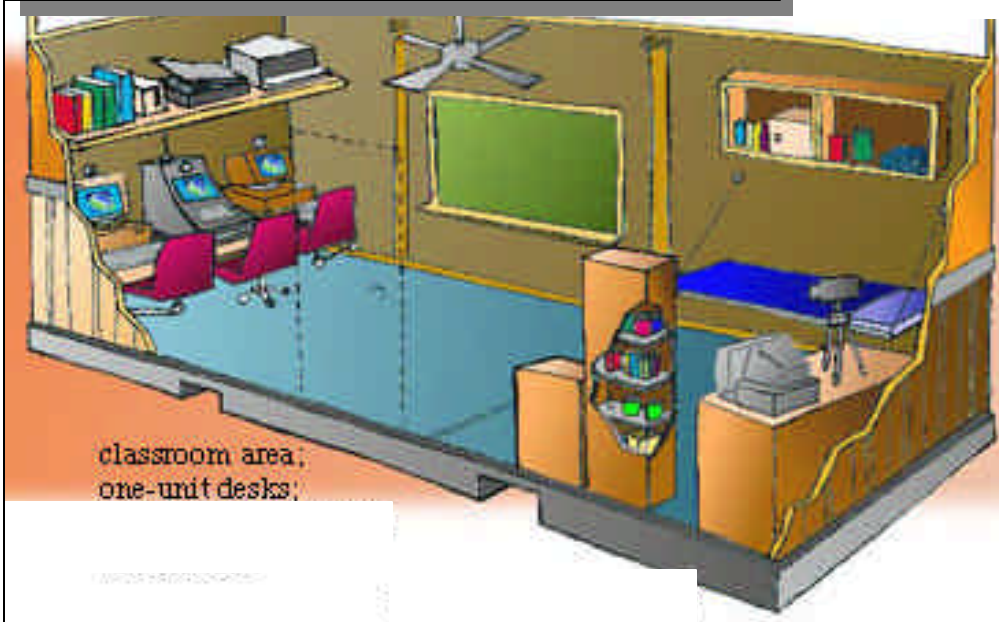




**SUNTAINER®**

**Developing Countries**

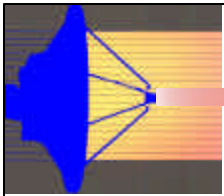
**Greenstar  
Community Center®**



Telemedicine (<http://www...>)

Agricultural and Information  
Services (<http://www...>)

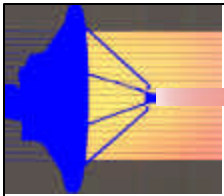




- **Model pioneered on the West Bank with Palestinian Authority**

- 4 kw solar power array, 256 Kb bi-directional satellite, Internet connection
- Community computer system LAN-telecenter

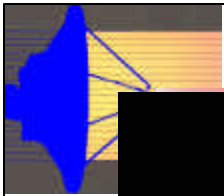




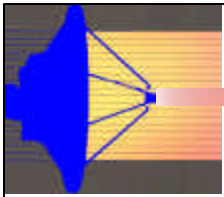
Methods:  
install basic electrical, health, education  
infrastructure



Identify existing local products,  
develop new digital culture products,  
market them on the Web

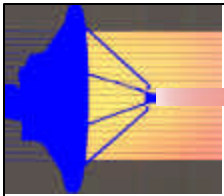






- 1 or 3-metre light parabolic satellite antenna, directed to geosynchronous C or Ku-band satellites with footprints over all China
- Provided by Greenstar and eSat



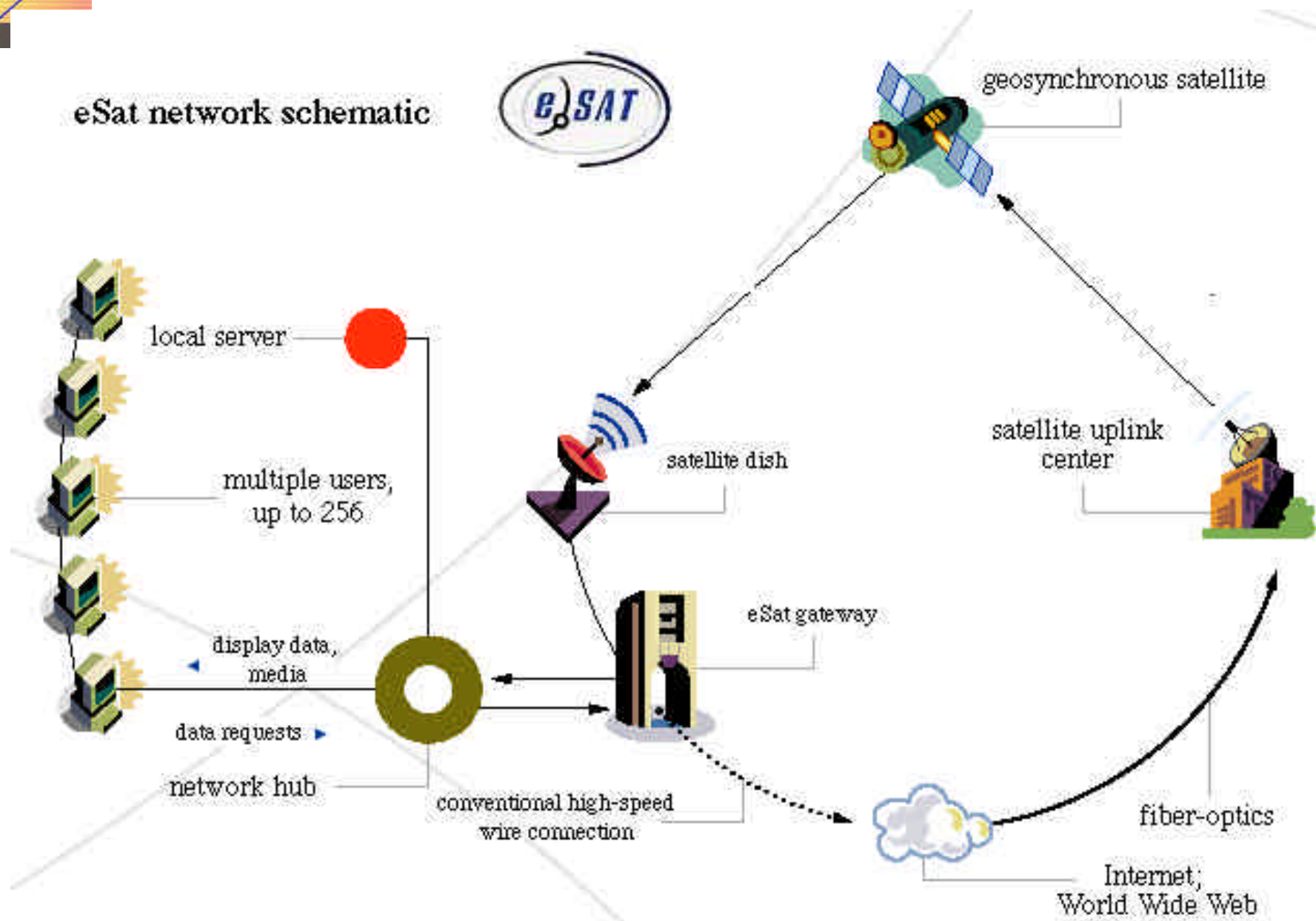


## Developing Countries

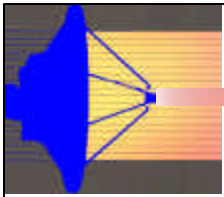


**Solar Powered  
Telephone and  
Satellite Communications**

## eSat network schematic

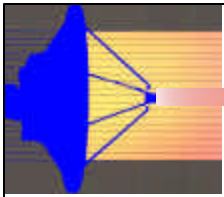






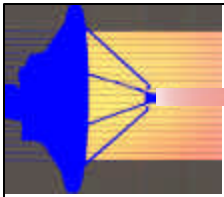
# Technologies

- MPEG video and audio compression, decompression in real time
- Internet ISP connection, FTP, HTTP, Real Video, QuickTime streaming protocols
- Efficient, clean photovoltaic power, inverter, 4-day power storage



## Re-locatable Community Center

- Rugged, secure container structure
- Community health library, interactive software
- Education library in core subjects for primary, secondary school
- Clinic: water purification, vaccine cooler
- Quickly, inexpensively deployed
- Economically managed, maintained



# Greenstar Marketing Linkages

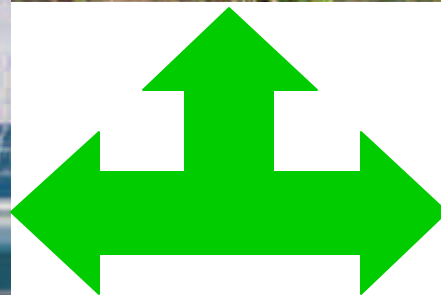
Developing Countries



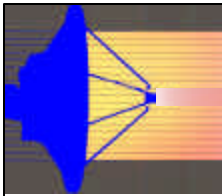
Grid Connected



Consumer





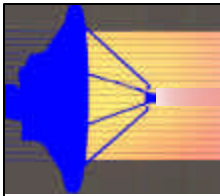


## Operations:

low-overhead, virtual organization  
no offices, rent, support staff  
maximum 25 employees, all home-office  
laptops, high-speed cable/DSL



staff located worldwide  
alliance partners, contractors: field work  
all staff are marketing: incentive structure



## Digital Culture Products



## Physical Products



Brassware



Ceramics



Musical Instruments



Glassware



Pottery



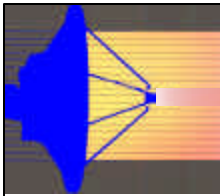
Tapestry



Global Artistry



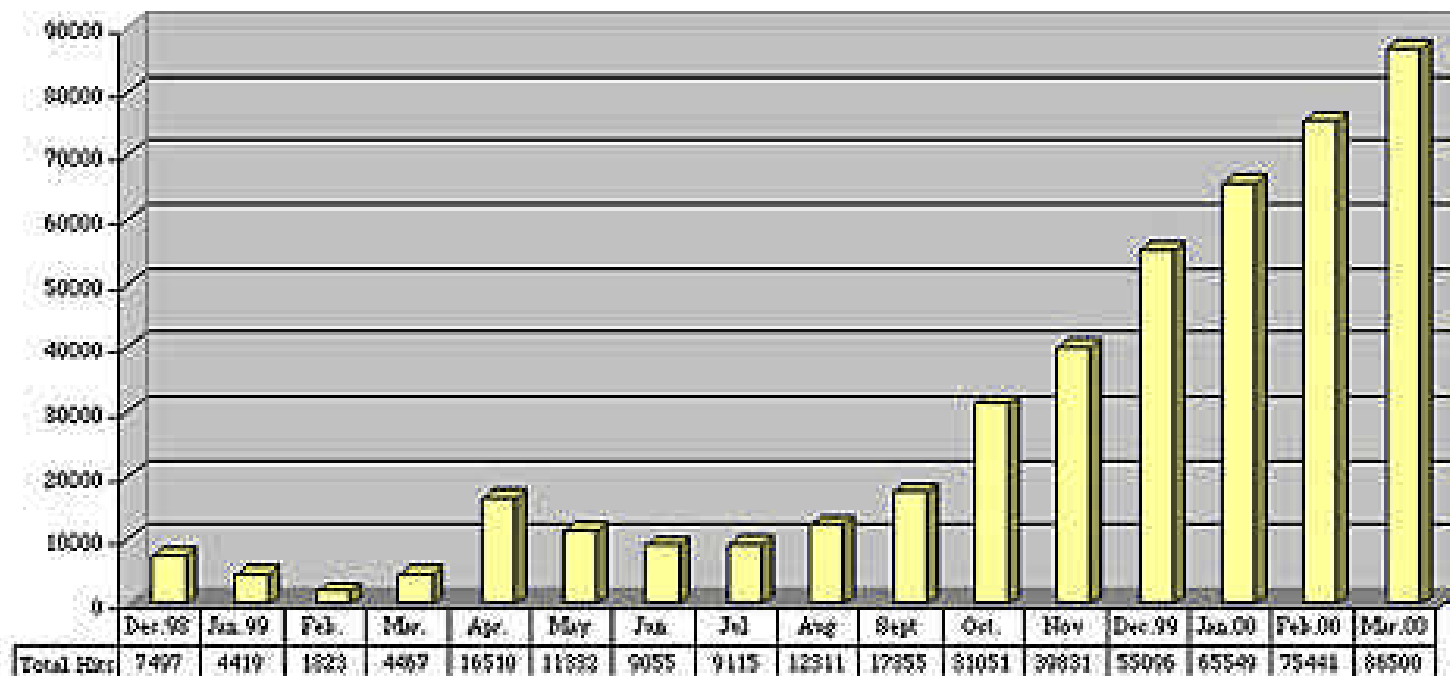
Greenstar Products:  
Unique, Natural,  
Beautiful



## Websites:

greenstar.org -- non-profit, education  
e-greenstar.com -- secure ecommerce

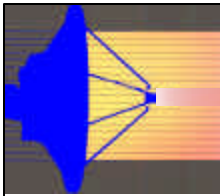
### Total Hits



traffic up over 300% since August

hosted by Mindspring  
credit card clearance: Authorize.net  
shopping system: Open Market





## Digital Culture:

comprised of bits: music, images, words  
highly unique value  
zero cost of goods  
instant global fulfillment  
zero shipping, inventory, returns cost



Victory

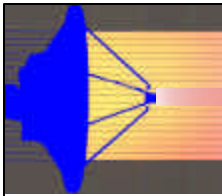


The Village



Mosque

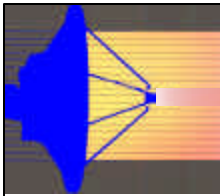




Greenstar World Music  
recorded live, direct-to-digital,  
under solar power;  
village and local musicians; international production



20 tracks now available for download;  
CD release coming, international distribution

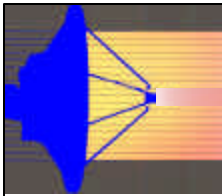


Speak Together: Yami Janah  
A woman speaks to a man in affection:  
come, you may visit my family.  
We can sit, talk, and begin a new life  
together.



Village Woman: Wali Mahlaha  
A woman in a country village, sitting  
near the river, reminds us that life in  
nature is simple, different from life  
in the city.



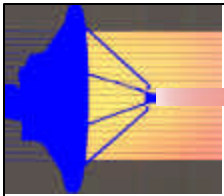


## Business Model:

license marketing rights from each village,  
collect royalties & fees



300 developing villages over 5 years  
leverage new opportunities in telecomm, trading,  
software, microfinance



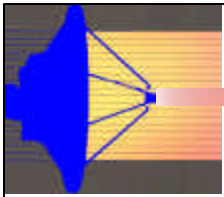
TIME, October 1999:

"In the West Bank village of Al-Kaabneh, a settlement in the Palestinian territory about 40 km southeast of Hebron which has never had electricity or running water, a solar-powered system is running an ultraviolet water purifier, a vaccine cooler, a computer..."



"The project was one of the first to use a combination of solar power and wireless communications to link a rural population with the rest of the world."





<http://www.greenstar.org>

<http://www.e-greenstar.com>